

NORTH AMERICAN
**INDIGENOUS
GAMES 2017**
TORONTO · ONTARIO



**2017 JEUX
AUTOCHTONES**
DE L'AMÉRIQUE DU NORD
TORONTO · ONTARIO

CBC NAMED PREMIER MEDIAPARTNER FOR THE TORONTO 2017 NORTH AMERICAN INDIGENEOUS GAMES

Innovative media partnership will make the Games available to more Canadians than ever before with unprecedented access to live and on-demand coverage across multiple CBC platforms

Toronto, ON – January 20, 2017 – Toronto 2017 North American Indigenous Games (NAIG) Host Society today announced that CBC/Radio-Canada has been named premier media partner for the upcoming North American Indigenous Games, scheduled for July 16-23, 2017. The agreement will provide historic coverage of the ninth NAIG on multiple platforms through various programming areas across the network, giving all Canadians **unprecedented access to the eight-day multi-sport and cultural event.**

Highlights of the agreement include:

- **CBC Sports** will stream a minimum of **100 hours of live and on demand** competition coverage.
- **CBC Radio** will produce five documentaries telling the stories of the participants in 2017 NAIG who have used sport as a vehicle to overcome challenges to strive for success beyond the field of play
- **CBC Arts** will produce a variety of digital and radio content reflecting the wealth of cultural expression during 2017 NAIG.
- CBC News' award-winning **Indigenous Unit** will cover 2017 NAIG through original journalism, story-telling and news coverage. This coverage will be distributed across all CBC/Radio-Canada platforms, including those specifically developed to reach Indigenous people.
- **CBC Sports** to produce signature 2017 NAIG sport features for a variety of CBC platforms including cbcsports.ca, Twitter and Facebook.

The announcement comes as mission staff from all competing teams assemble in Toronto for a second series of operational meetings, venue tours and cultural engagement.

Quotes

"The Toronto 2017 Host Society is thrilled to welcome CBC/Radio-Canada as its premier media partner. Broadcasting the Games across multiple CBC platforms will ensure that this will be the most extensively covered NAIG in history, and that more Indigenous people will be able to celebrate the achievements of our youth."

-Marcia Trudeau-Bomberry, CEO Toronto 2017 North American Indigenous Games

"CBC Sports has a rich history of producing world-class sports broadcasts, including generations of major multi-sport Games. The Toronto 2017 Host Society is excited to experience 2017 NAIG in a way that only CBC Sports can showcase with unique and inspirational story telling."

-Michael Cvitkovic, General Manager, Toronto 2017 North American Indigenous Games

“Sharing the 2017 NAIG experience with Canadians underscores CBC’s commitment to provide more coverage of Indigenous culture and stories; for the first time ever, we look forward to having these Games on CBC.”

-Heather Conway, Executive Vice-President, Canadian Broadcast Corporation

“At CBC Sports we pride ourselves on telling the athlete’s story on and off the field of play, giving Canadian fans a deeper connection to their journey to the top of the national and international podium. 2017 NAIG is a perfect opportunity to further this promise and we are proud to be the Canadian broadcaster shining a spotlight on the outstanding Indigenous athletes who will compete in Toronto this summer.”

-Greg StremLaw, Executive Director, CBC Sports

“It is truly exciting to have the CBC/Radio-Canada’s long-standing expertise and talents on board to showcase the athletic and cultural richness on display at the Toronto 2017 North American Indigenous Games. Our country’s up-and-coming Indigenous athletes are at the heart of these Games. Through CBC’s multi-platform coverage, Canadians from coast to coast to coast will hear these athletes’ stories. The Toronto 2017 NAIG are instrumental to long-term Indigenous athlete development and will promote sport and recreation among Indigenous peoples across Canada, as referenced in the Call to Action of the Truth and Reconciliation Commission of Canada.”

-The Honourable Carla Qualtrough, Minister of Sport and Persons with Disabilities

“I am so pleased that the CBC is on board to provide coverage of 2017 NAIG. These Games will showcase Indigenous communities from across North America through sport and culture. Coinciding with Ontario’s 150th birthday, NAIG brings an important opportunity for listening, reconciliation and inspiration – and Canada’s award-winning public broadcaster is a fitting partner for the occasion.”

-Eleanor McMahon, Minister of Tourism, Culture and Sport, Government of Ontario

Toronto 2017 NAIG Quick Facts

- The Games provide Indigenous youth, aged 13-19, an opportunity to showcase their athletic abilities through 14 sports and celebrate their heritage through numerous cultural events.
- Participating teams represent all 13 provinces and territories of Canada, as well as up to 13 regions from the United States; more than 5,000 athletes are expected to participate.
- From July 16-23, 2017, the Games will host two week-long cultural festivals open to the public, showcasing a variety of Indigenous artists, traditional learning, vendors, food, cultural performances and nightly entertainment.
- More than 1,700 volunteers have already signed up to be involved with 2017 NAIG through www.naig2017.to/en/getinvolved.
- The Government of Canada and the Government of Ontario, have each committed \$3.5 million dollars to help fund the 2017 Games, in recognition of the NAIG as an important agent in promoting Indigenous sport development and recreation in Canada.
- The Aboriginal Sport and Wellness Council of Ontario (ASWCO), in collaboration with the City of Toronto and Government of Ontario, won the bid to host 2017 NAIG. As the sole rights holder, ASWCO created Toronto 2017 NAIG Host Society, a separate corporation to manage and operate the Games.
- Net proceeds from 2017 NAIG will be directed to a Legacy Fund, aimed at providing increased sport, health and wellness programming, services and equipment to Indigenous youth across the Province of Ontario.

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About the Toronto 2017 North American Indigenous Games

From July 16-23, 2017, the North American Indigenous Games (NAIG) will welcome more than 5,000 participants, 2,000 volunteers and countless spectators from across North America. Sport and cultural venues include City of Toronto facilities, Humber College, McMaster University, York University, University of Toronto Scarborough, City of Hamilton venues, and venues within Six Nations of the Grand River Territory. A total of 14 sports will be offered for competition during the event, in addition to week-long cultural festivals, featuring programming such as traditional teachings, Indigenous artists, vendors and cultural performers. For more information, visit www.naig2017.to.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. We are Canada's trusted source of news, information and Canadian entertainment. Deeply rooted in communities all across the country, CBC/Radio-Canada offers diverse content in English, French and eight Indigenous languages. We also provide international news and information from a uniquely Canadian perspective. In 2017, CBC/Radio-Canada will be at the heart of the celebrations and conversations with special 2017-themed multiplatform programming and events across Canada.



